

MEDIA KIT 2021

# 914INC.

PUBLISHED BY WESTCHESTER MAGAZINE





**914INC.** / COVETED AUDIENCE

## Make powerful connections.

Westchester's business leaders turn to **914INC.** to reach influencers in the local business arena from entrepreneurs launching the area's hottest startups to Fortune 500 corporate executives to the county's most recognizable small business owners. Each issue features insightful profiles of CEOs, board presidents and business owners, reporting on local business issues and trends, and sneak peeks at what's new from technology to fashion.

Partnering with **914INC.** gives your brand a seat at the boardroom table.

# Reaching the County's wide-ranging business community from small start-ups to Fortune 500's.

For more than 10 years, 914INC. has been the most trusted voice and widely read business/lifestyle publication in Westchester County. Our distribution is verified by the Circulation Verification Council (CVC) which provides an annual independent audit. Now extending beyond print, we tap into the power of print, digital and live events, connecting our advertising partners with a highly coveted audience through dynamic multimedia platforms.

**MAGAZINE**  
**99,039**  
 AVERAGE AUDITED READERSHIP PER ISSUE

**ONLINE**  
**4,165,597**  
 TOTAL YEARLY VISITS  
**245,747**  
 AVERAGE MONTHLY UNIQUE VISITORS  
**227,114**  
 AVERAGE MONTHLY MOBILE VISITS

**EVENTS**  
**1000+**  
 ATTENDEES

**SOCIAL**

**96,562+**  
 TOTAL REACH



**NEWSLETTERS**  
**35,555+**  
 OPT-IN NEWSLETTER SUBSCRIBERS  
**23,210+**  
 OPT-IN EBLAST VIP SUBSCRIBERS  
**16.3%**  
 AVG. OPEN RATE OF NEWSLETTERS

Source: 2019 CVC Audit Report  
 \*Google Analytics July 2019-July 2020  
 \*\*As of August 2020; Data based on Westchester Magazine audience



**914INC.** / AUDIENCE

# Interested, affluent, educated business leaders.

Total Readers Per Issue	<b>99,039</b>
Male	<b>70%</b>
Female	<b>30%</b>
Avg. Reader Age	<b>54</b>
Avg. Home Value	<b>\$1,662,308</b>
Avg. Household Income	<b>\$286,723</b>
Completed college and/or post graduate	<b>82%</b>
Senior Management	<b>65%</b>
Our readers plan to purchase the following products or services in the next 12 months:	
Health care services	<b>97%</b>
Banking services	<b>75%</b>
Financial planning services	<b>56%</b>

Source: 2019 CVC Audit Report



**914INC. / MAGAZINE**

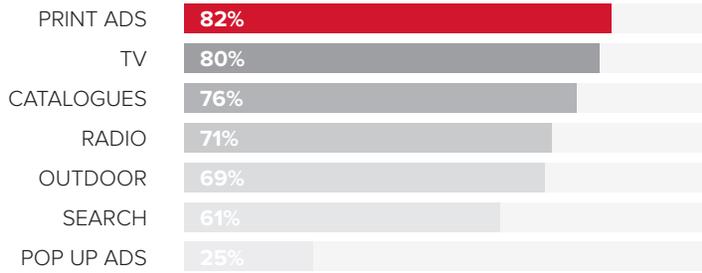
# Position yourself in print.

The most powerful medium among consumers.

**90%** of adults say they have read magazines in the last six months, the highest of all time.<sup>1</sup>

**1,400+** advertisers say magazines offer the highest ROI over any other medium.<sup>2</sup>

Internet users say they trust print media the most.<sup>3</sup>



**95%** Regularly read 914INC.

Source: <sup>1</sup>GfK MRI; <sup>2</sup>Nielsen Catalina Solutions, 2015; <sup>3</sup>Marketing Sherpa, 2017

# Reach 914INC.'s active, online audience.

Position your brand to interact with our influential audience every day.



PARTNER CONTENT



WEBSITE

## OUR PERFORMANCE\*

**4,165,597**

TOTAL YEARLY VISITS

**6,058,261**

TOTAL YEARLY PAGEVIEWS

**245,747**

AVERAGE MONTHLY UNIQUE VISITORS

**227,114**

AVERAGE MONTHLY MOBILE VISITS

**23,210+**

OPT-IN VIP EBLAST SUBSCRIBERS

## BE SOCIAL\*\*

 37,908+

 22,039+

 36,615+



VIDEO



SOCIAL MEDIA

\*Google Analytics July 2018-July 2019  
 \*\*As of July 2019; Data based on Westchester Magazine audience

# First-class VIP marketing opportunities.

914INC. events bring together the brightest, most driven business leaders in Westchester County. Speak directly with potential clients from the companies deemed best in the county to our future business leaders. 914INC.'s signature events provide sponsors with impactful networking experiences and the opportunity to place your brand front and center with the movers and shakers in the Westchester business community.



914INC.'s Wunderkinds  
Virtual Awards

**MAY 19, 2021**



914INC.'s Best of  
Business Awards

**SEPTEMBER 9, 2021**

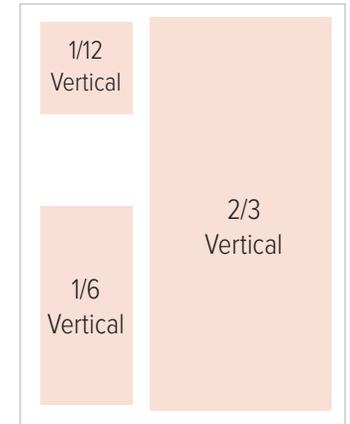
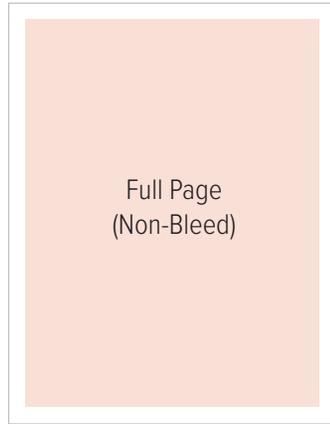
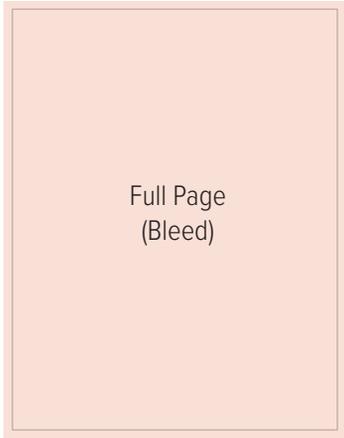


914INC.'s Women in  
Business Luncheon

**NOVEMBER 18, 2021**

ISSUE	FEATURES	PRINT/DIGITAL PARTNER CONTENT	SPACE CLOSE	PUB. DATE	EVENTS
<b>FEB/ MAR</b>	<p><b>Economic Forecast 2021</b></p> <p>Virtual Roundtable: How to Keep Your Business Moving Forward In the Face of COVID</p> <p>Continuing Education</p>	<p>Faces of Westchester Business</p> <p>Focus on Yonkers</p>	<b>JAN 8</b>	<b>JAN 22</b>	
<b>APR/ MAY</b>	<p><b>Wunderkinds</b></p> <p>Healthcare: The New Normal</p> <p>What's Hot in Economic Development</p> <p>Commercial Banking</p>	<p>College Guide</p> <p>Daily Fee Course Guide (also appears in <i>Westchester Magazine</i>)</p>	<b>MAR 26</b>	<b>APR 20</b>	Wunderkinds
<b>JUN/ JUL</b>	<p><b>The List: 50 Names You Need to Know</b></p> <p>SKILLS (A Workforce Development Guide)</p> <p>The Recovery: Arts &amp; Entertainment</p>	<p>Family-Owned Businesses</p>	<b>MAY 21</b>	<b>JUN 15</b>	
<b>SEP/ OCT</b>	<p><b>Best of Business</b></p> <p>Top Lawyers</p> <p>Healthcare Trends</p> <p>Industrial Westchester</p>	<p>Lawyers to Know</p> <p>Meeting Planners Guide</p> <p>The Region's Finest Medical Centers</p>	<b>JUL 30</b>	<b>AUG 24</b>	Best of Business Awards
<b>NOV/ DEC</b>	<p><b>Women in Business</b></p> <p>Top Commercial Realtors</p> <p>Nonprofit Update</p>	<p>Commercial Real Estate Profiles</p> <p>Giving Guide</p> <p>The Business Dining &amp; Entertainment Guide</p> <p>Women in Healthcare Profiles</p>	<b>OCT 1</b>	<b>OCT 26</b>	Women in Business Luncheon
<b>JAN/ FEB</b>	<p><b>Best Places to Work in Westchester</b></p> <p>Top 10 Business Stories of 2021</p> <p>Startup Westchester: A Resource Guide For Entrepreneurs</p>	<p>Accounting Profiles</p> <p>Best Places to Work Profiles</p>	<b>DEC 3</b>	<b>DEC 28</b>	

Cover story in bold. Calendar subject to change without notice.  
June 14, 2021 12:55 PM



Keep live matter 3/8" from trim edge on top, sides and bottom.  
Keep all printer's marks outside of bleed area.  
For bleed allow 1/8" beyond all trim.

DIMENSIONS	WIDTH	HEIGHT
Trim Size	8 3/16" (8.187")	10 7/8" (10.875")
Bleed Size	8 7/16" (8.437")	11 1/8" (11.125")
Image Area (Full)	7"	10"
2/3 Vertical	4 5/8" (4.625")	10"
1/2 Vertical	4 5/8" (4.625")	7 3/8" (7.375")
1/2 Horizontal	7"	4 7/8" (4.875")
1/3 Square	4 5/8" (4.625")	4 7/8" (4.875")
1/3 Vertical	2 1/4" (2.25")	10"
1/4 Vertical	3 1/2" (3.5")	4 7/8" (4.875")
1/6 Horizontal	4 5/8" (4.625")	2 1/4" (2.25")
1/6 Vertical	2 1/4" (2.25")	4 7/8" (4.875")
1/12	2 1/4" (2.25")	2 1/4" (2.25")

## Terms & Guidelines

**Frequency:** Published six times per year. On sale approximately three weeks after the space closing date.

**Cancellations:** Neither the advertiser nor its agent may cancel after the closing date. If by the closing date the magazine has not received copy that, in its sole discretion, it deems acceptable for publication, it may either repeat the advertiser's most recent advertisement which it has published or publish nothing, charging the agency and advertiser for any space reserved by them.

**File Requirement:** Preferred file format for camera-ready art is PDF/x-1a

**Additional Services:**

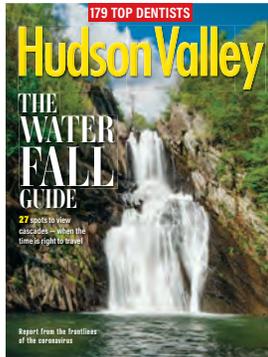
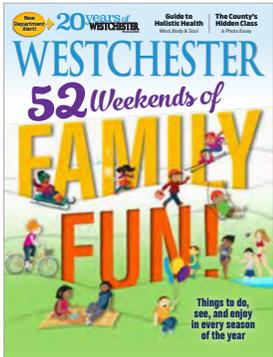
- Online advertising on westchestermagazine.com
- Event Sponsorships
- Creative Services
- Reprints

Advertisements created by 914INC. will be charged a nominal fee. Please call for details.

All production charges will be billed to advertisers.

# Delivering local info in print, online and across social media platforms.

914INC. is part of Today Media, known for its award-winning regional magazines reaching more than 700,000 readers each month. Additional specialty publications focusing on specific topics — including business, weddings, and home & garden — provide an extended reach and distribution to targeted special-interest audiences within our affluent demographic.



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